

**AMENDMENTS TO THE CLAIMS**

1. - 8. (Canceled)

9. (Previously Presented) A computer-implemented method for generating a slide presentation for a presentation target, comprising:

creating at least one presentation definition template having a plurality of component definitions, at least one component definition having an information bookmark;

associating a query condition with each component definition, the query condition determining whether the component definition is to be included in a slide presentation;

providing a mapping between the information bookmark and opportunity-specific data; and

in response to a command to generate a slide presentation for a presentation target, determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition; and

for each of the component definitions to include in the slide presentation based on its associated query condition, automatically replacing the information bookmark with its mapped opportunity-specific data to generate the slide presentation.

10. (Previously Presented) The method of claim 9, wherein the presentation target is a potential customer of a sales organization, and wherein the opportunity-specific data relates to potential sales opportunities between the sales organization and the potential customer.

11. (Previously Presented) The method of claim 9 further comprising associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

12. (Canceled)

13. (Previously Presented) The method of claim 9, wherein the query condition is a predefined threshold.

14. (Previously Presented) One or more computer memories collectively containing a data structure for a slide presentation, comprising:

a presentation definition template having a plurality of component definitions, at least one component definition having an information bookmark;

an association of a query condition with each component definition, the query condition determining whether the component definition is to be included in a slide presentation; and

a mapping of the information bookmark to an item of data,

such that the presentation definition template may be used to generate a slide presentation for a presentation target by determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition, and for each of the component definitions to include in the slide presentation based on its associated query condition, automatically replacing the information bookmark with its mapped item of data.

15. (Canceled)

16. (Previously Presented) The computer memories of claim 14, wherein the item of data is an opportunity-specific data.

17. (Currently Amended) A system for generating a slide presentation for a presentation target, comprising:

- a means for creating at least one presentation definition template having component definitions, at least one component definition having an information bookmark;
- a means for associating a query condition with each component definition, the query condition determining whether the component definition is to be included in the slide presentation;
- a means for providing a mapping between the information bookmark and an item of data;
- a means for determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition in response to a command to generate a slide presentation for a presentation target; and
- a means for, for each of the component definitions to include in the slide presentation based on its associated query condition, automatically replacing the information bookmark with its mapped item of data in response to the command to generate the slide presentation for the presentation target.

18. (Previously Presented) The system of claim 17, wherein the presentation target is a potential customer of a sales organization, and wherein the data relates to potential sales opportunities between the sales organization and the potential customer.

19. (Previously Presented) The system of claim 17 further comprising a means for associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

20. (Previously Presented) The system of claim 17, wherein the item of data is an opportunity-specific data.

21. (Canceled)

22. (Previously Presented) The system of claim 17, wherein the query condition is a predefined threshold.